

2001 Salt Lake County and Southern Utah/National Parks Region Profiles

Spin a Web of Success in the Travel and Tourism Industry

Presented by
Mark Brown



**D.K. Shifflet
& Associates Ltd.**
Excellence in Travel Intelligence®

October 30, 2002

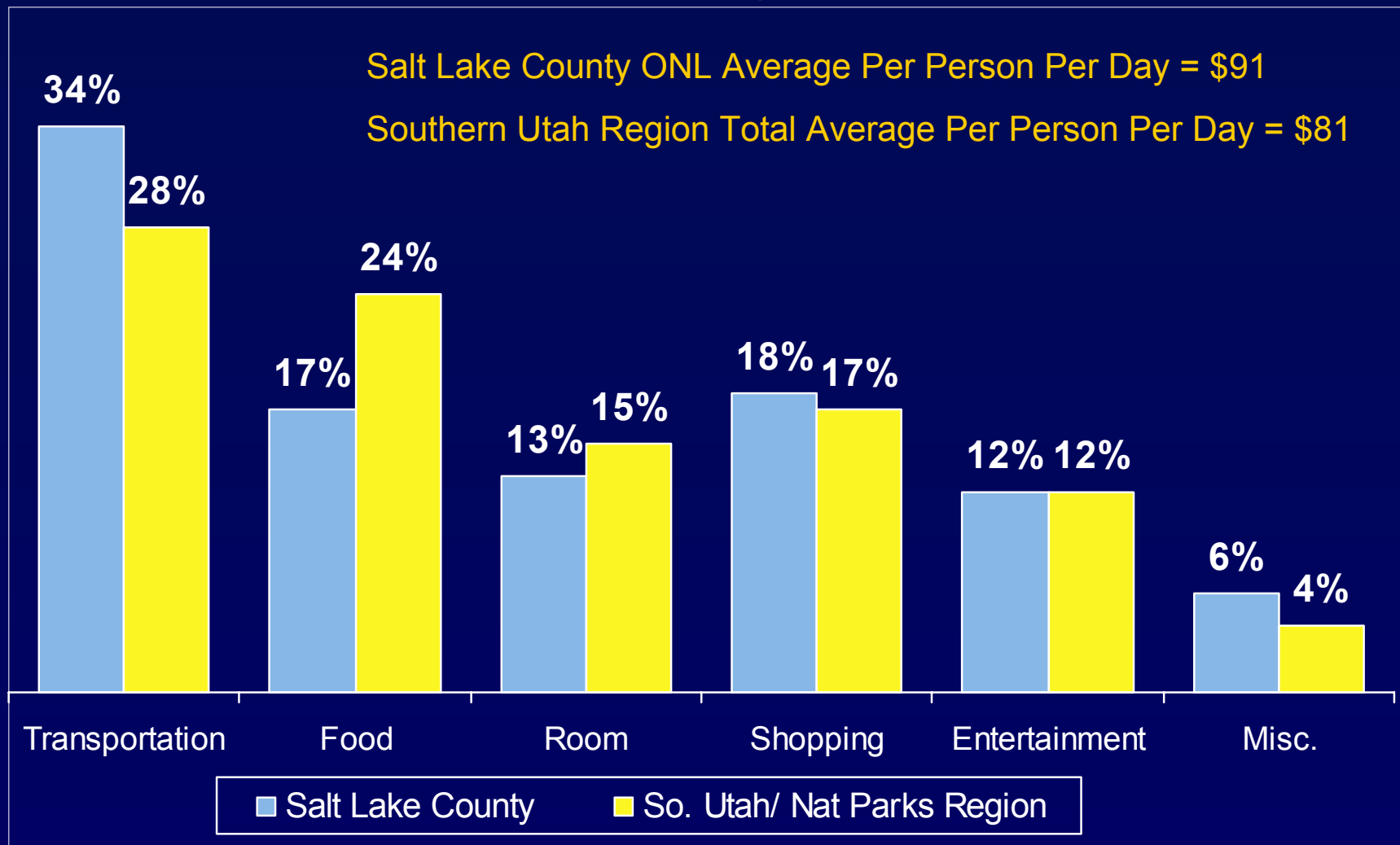


Sampling Methodology

- Travel questionnaires over the course of two years-- 2002-2001--were used to profile travel behaviors and characteristics of Overnight Leisure visitors to Salt Lake County and Total visitors to the Southern Utah/National Parks Region of Utah.
- The combination of responses from more than a one year time period is done to ensure that there is enough sample to be statistically reliable.

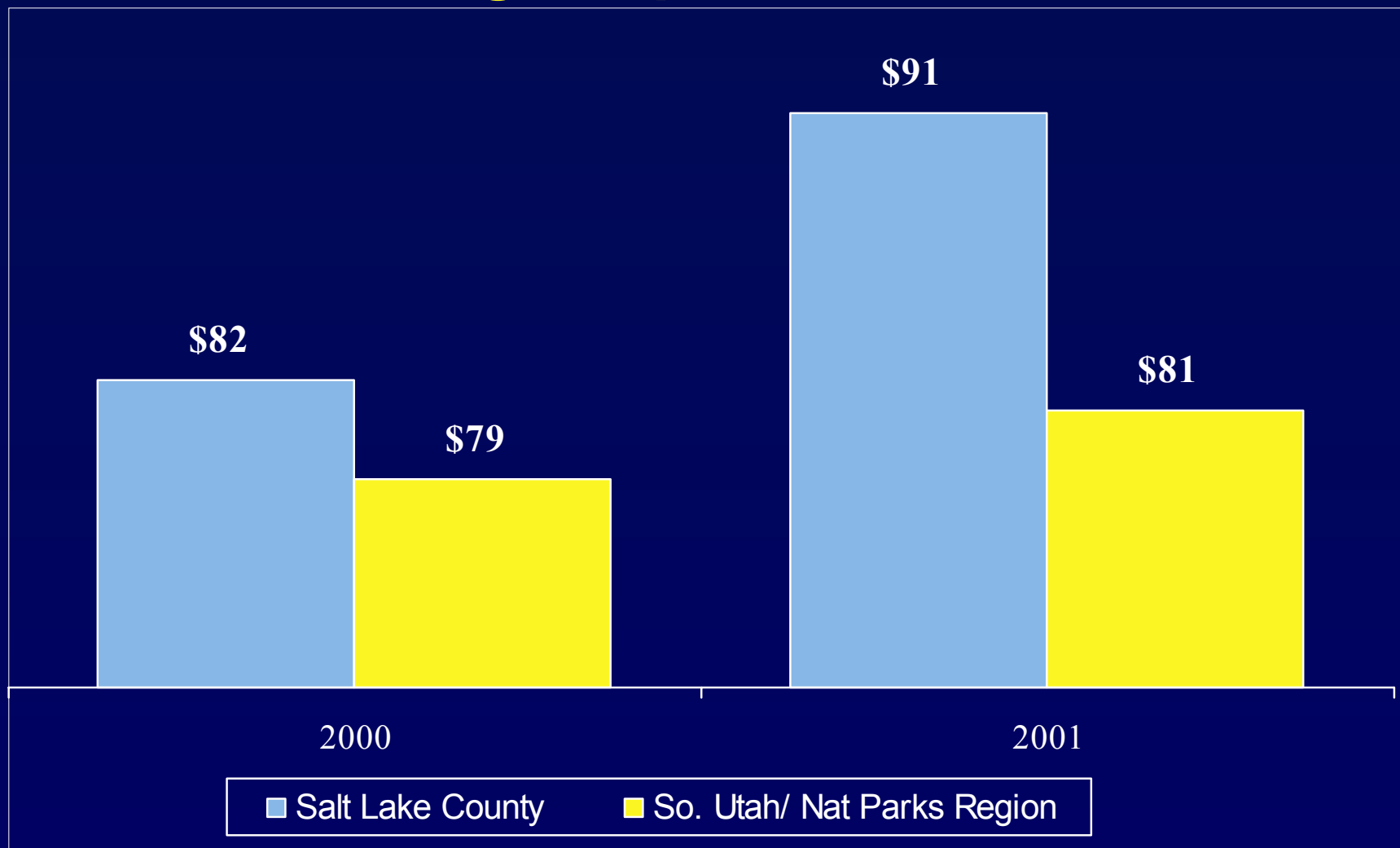


Salt Lake County ONL vs. S. Utah Region Total Spending Distribution





Salt Lake County ONL vs. S. Utah Region Total Average Expenditures 2000 - 2001





Satisfaction and Value Ratings Excellent Ratings Overnight Leisure Travel

(% 8-10 on 10 point scale)

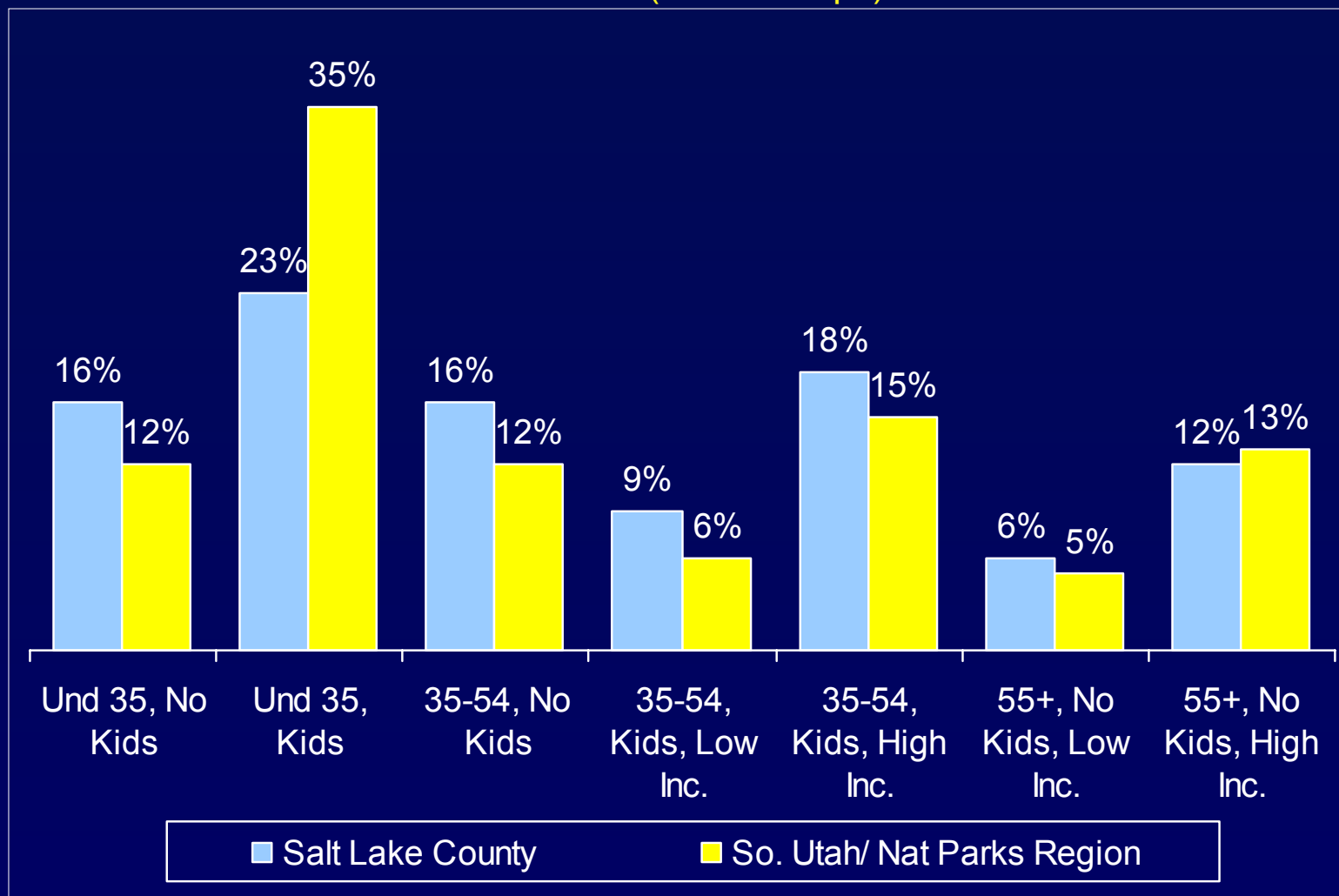
2001 vs. 2000

Respondents were asked on a scale of 1 to 10, where 1 is poor and 10 is excellent, how ***Satisfied*** they were with their stay and how much ***Value*** for the money they received on their stay.

	Salt Lake County ONL	Southern Utah/National Parks Region Total
% High Satisfaction	75 75	75 67
% High Value	70 66	48 59

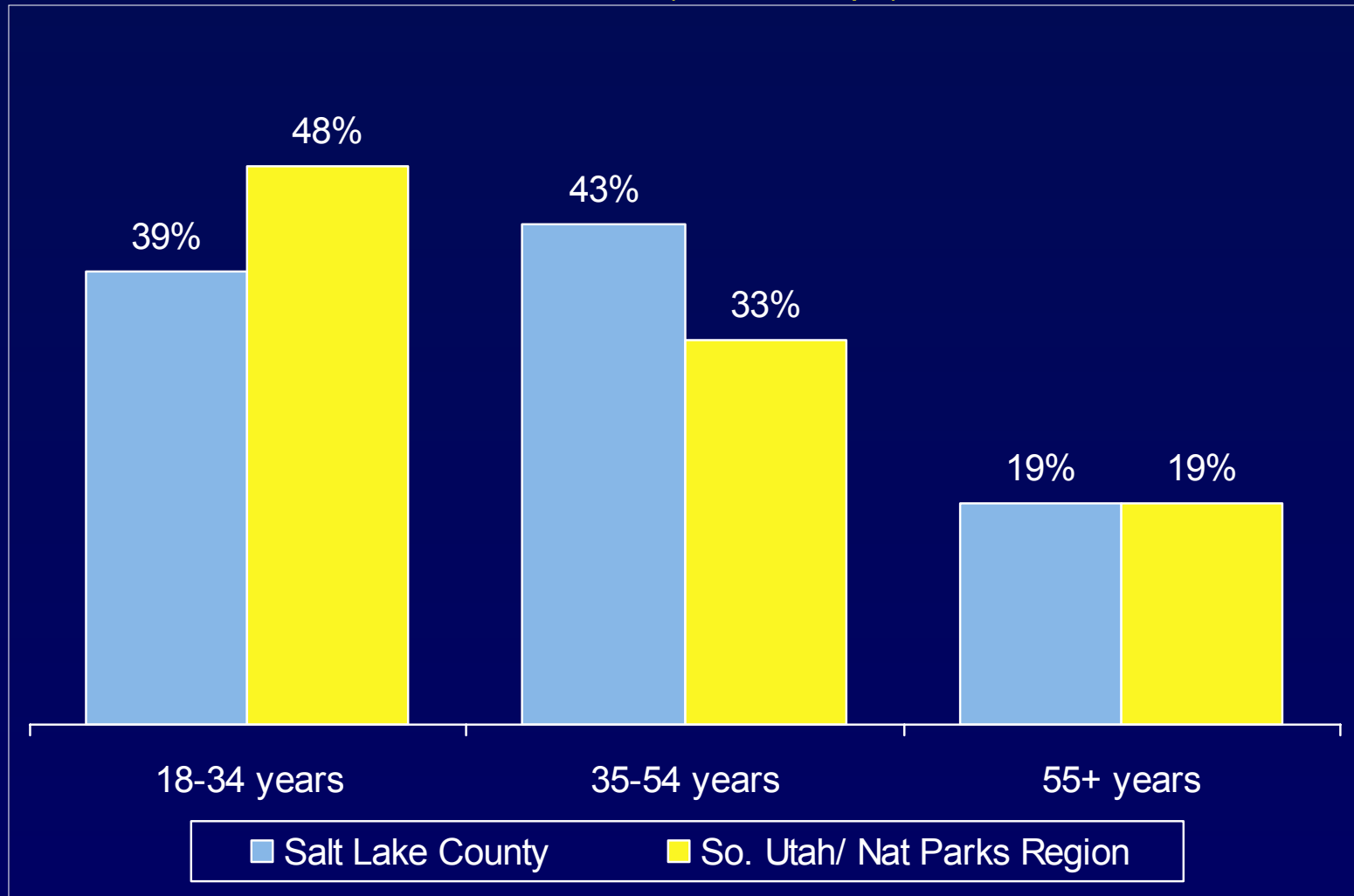


Salt Lake Co. ONL vs. S. Utah Region Total Lifestage Distribution (Person-Trips)



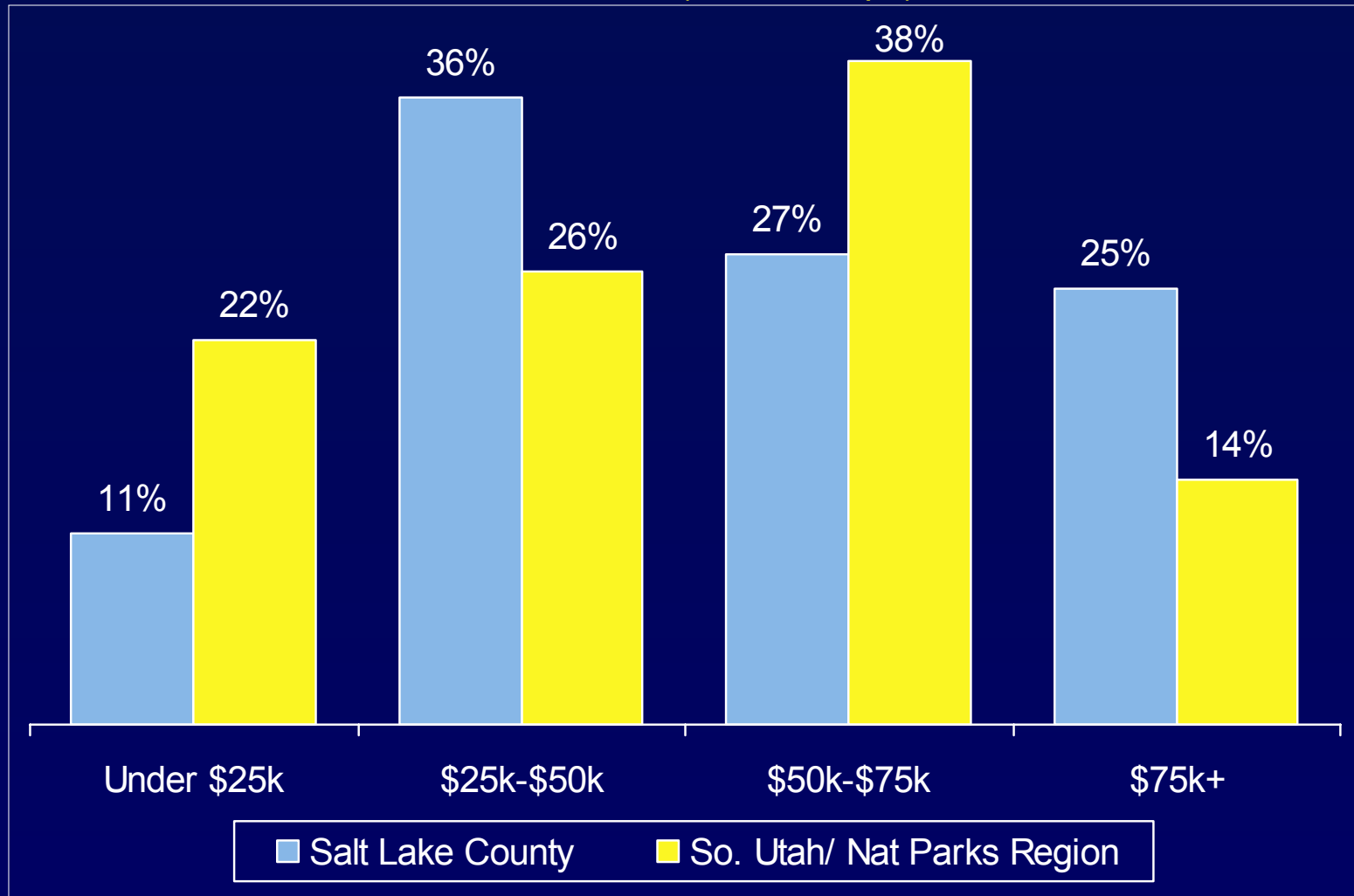


Salt Lake Co. ONL vs. S. Utah Region Total Age Distribution (Person-Trips)



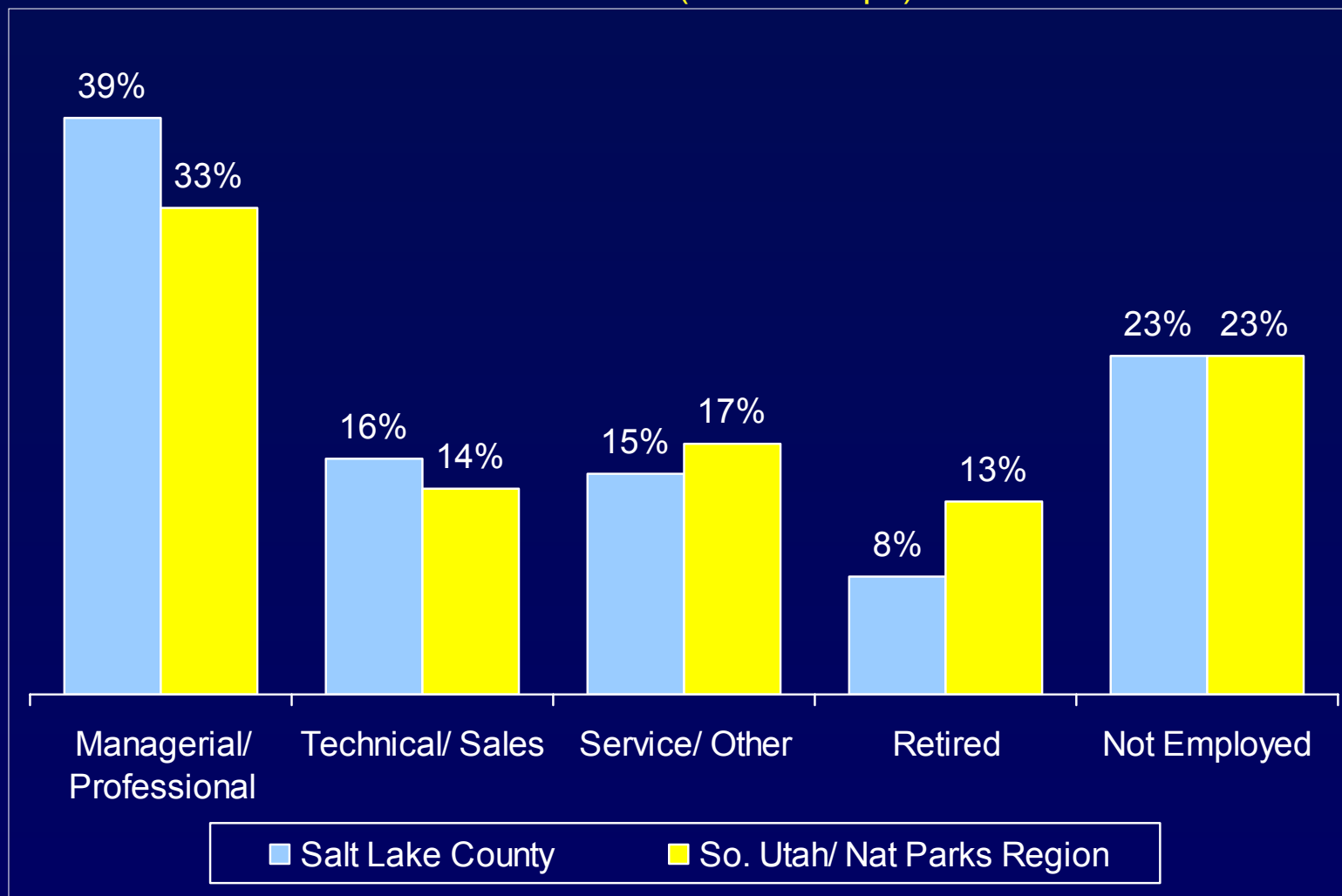


Salt Lake Co. ONL vs. S. Utah Region Total Income Distribution (Person-Trips)





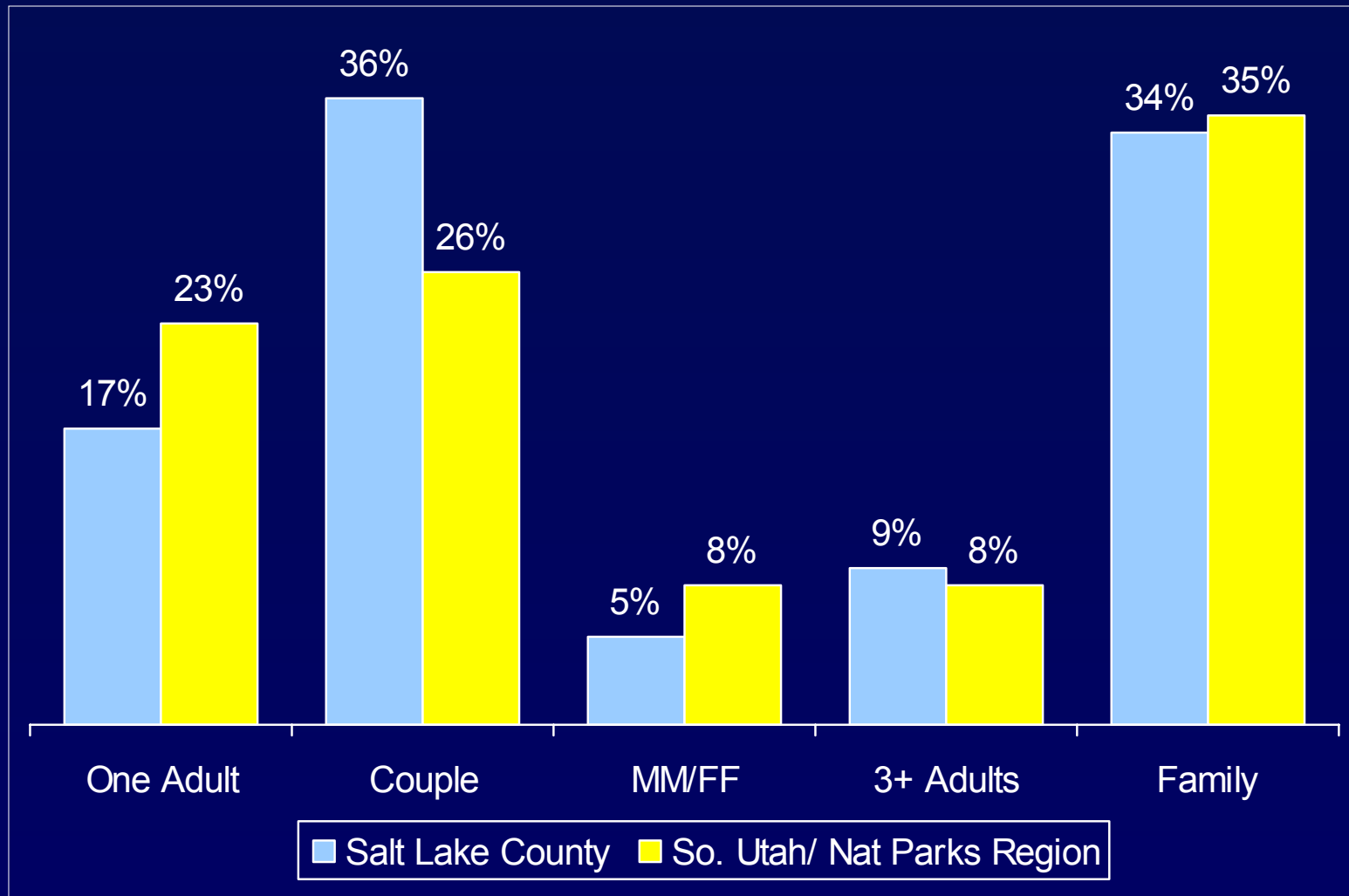
Salt Lake Co. ONL vs. S. Utah Region Total Occupation Distribution (Person-Trips)





Salt Lake Co. ONL vs. S. Utah Region Travel Party Composition

(Stays Based)

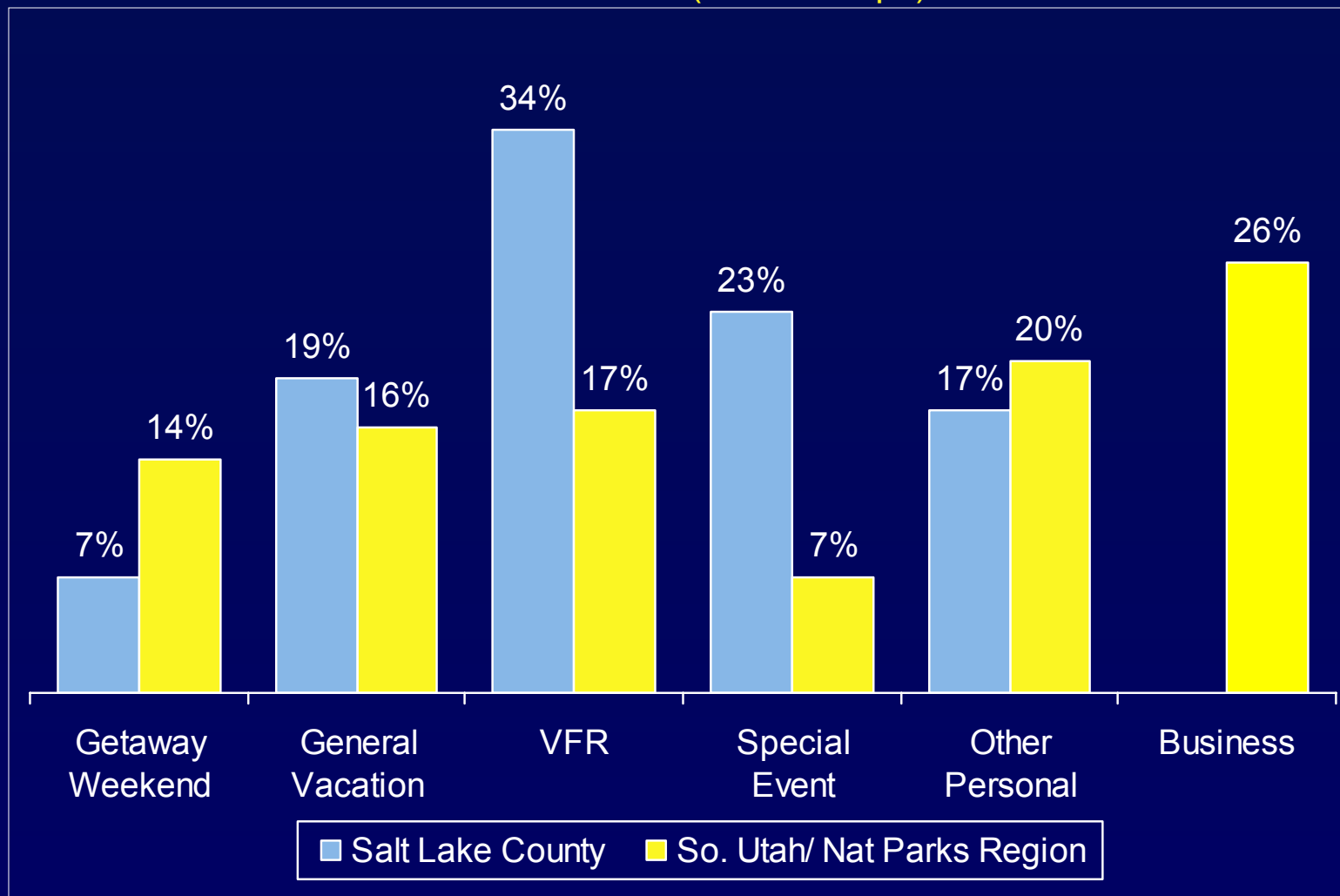




Salt Lake Co. ONL vs. S. Utah Region Total

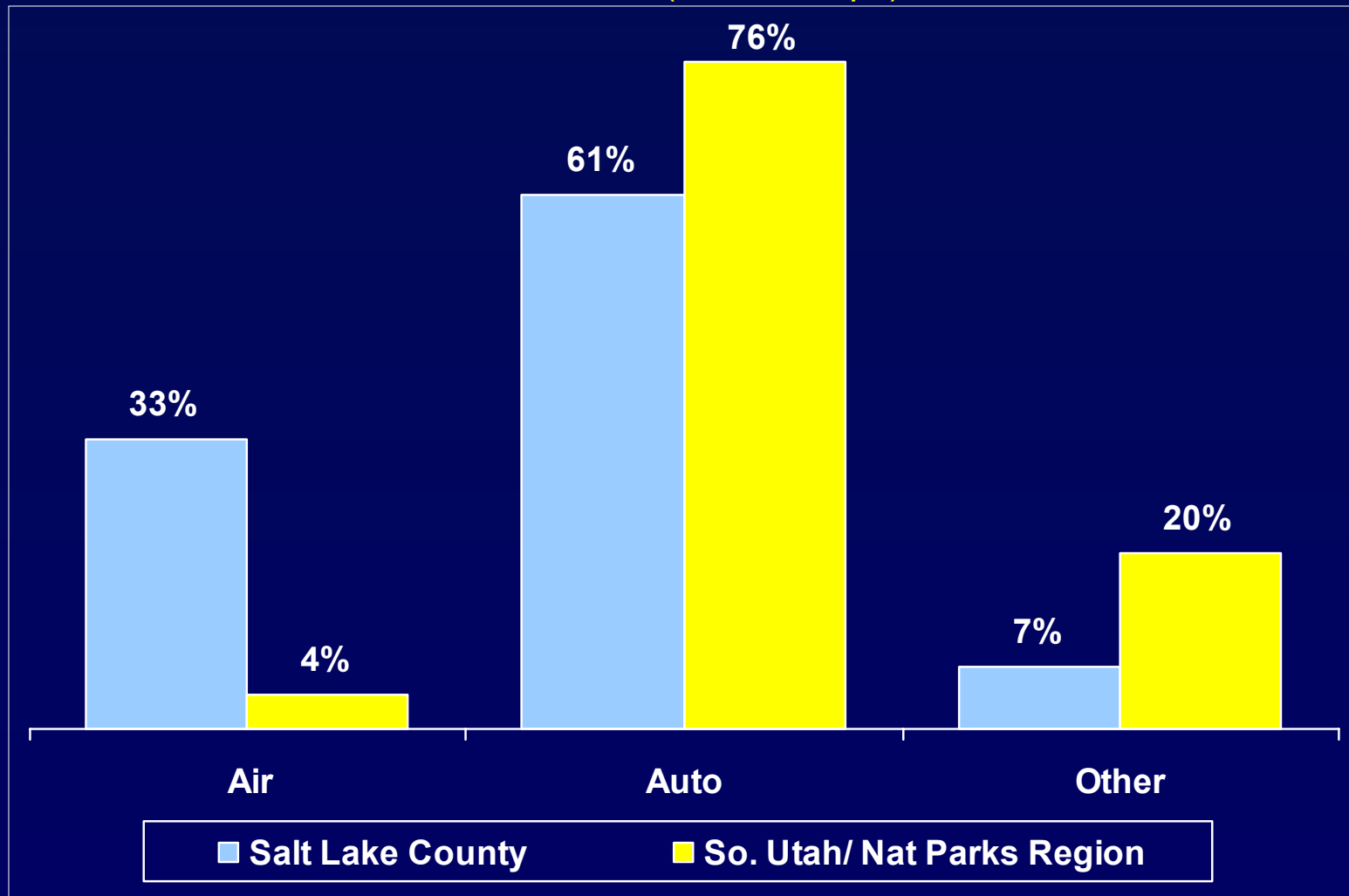
Purpose of Stay Distribution

(Person-Trips)



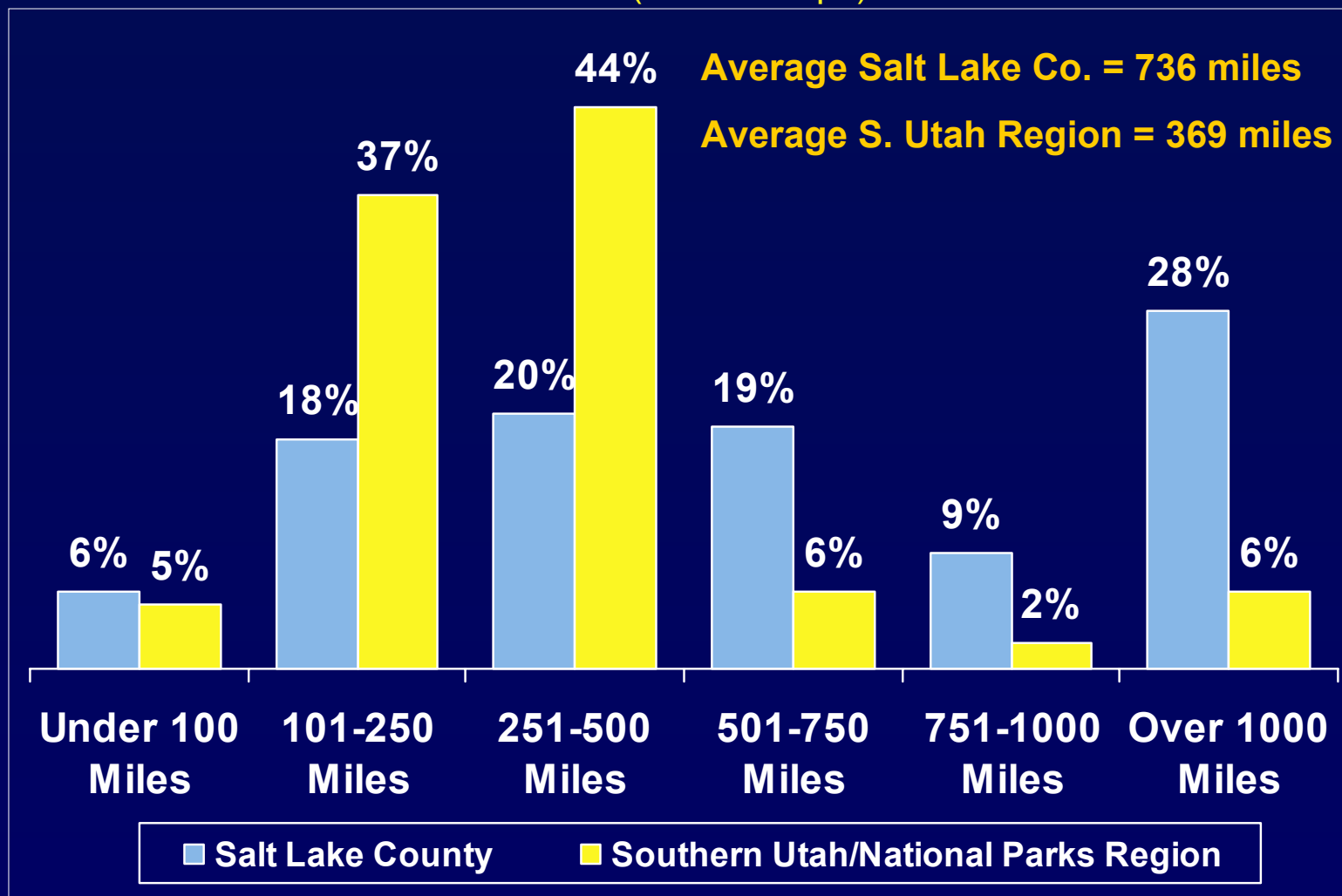


Salt Lake Co. ONL vs. S. Utah Region Total Main Mode of Transportation (Person-Trips)





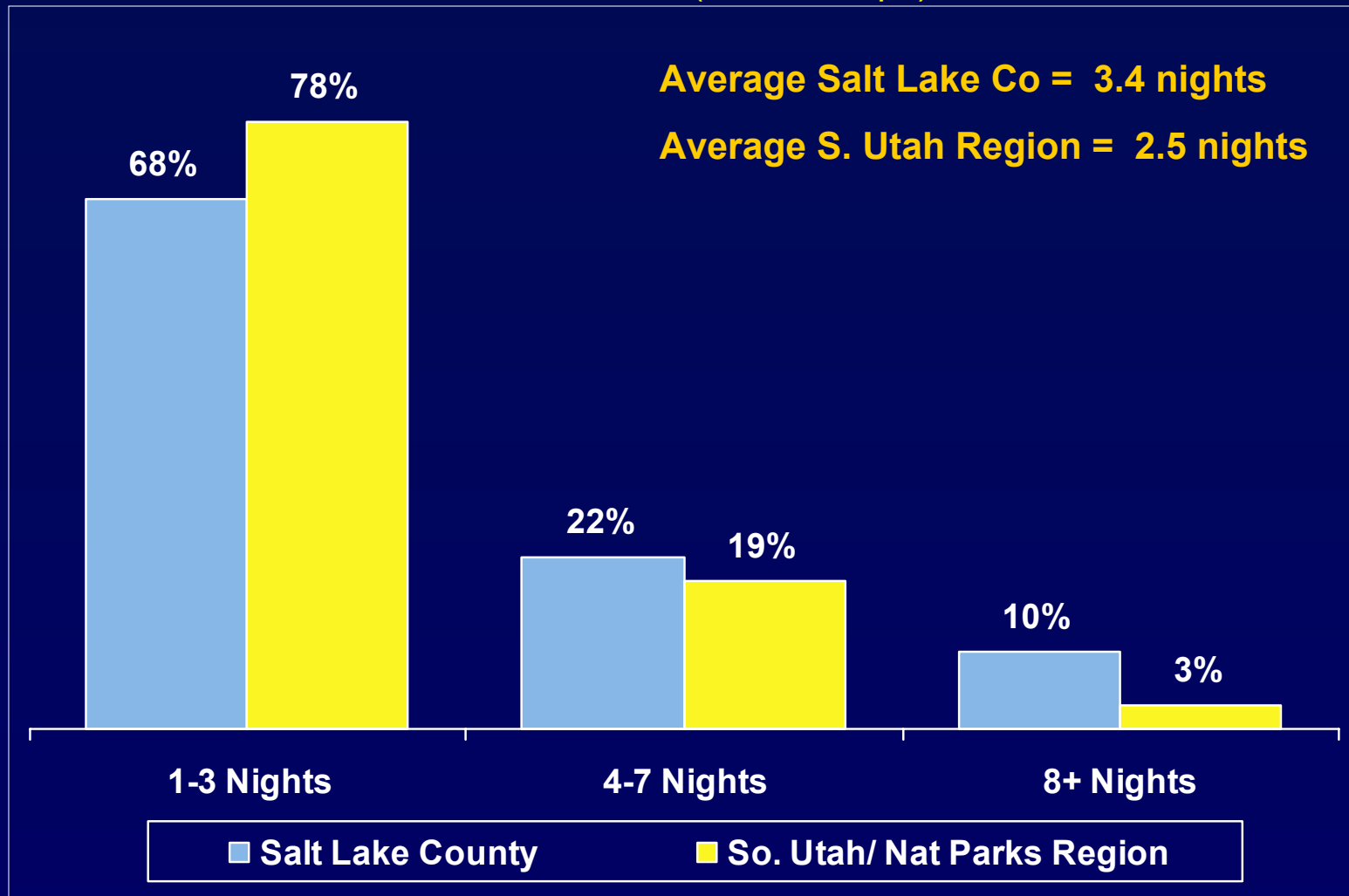
Salt Lake Co. ONL vs. S. Utah Region Total Travel Distance Distribution (Person-Trips)





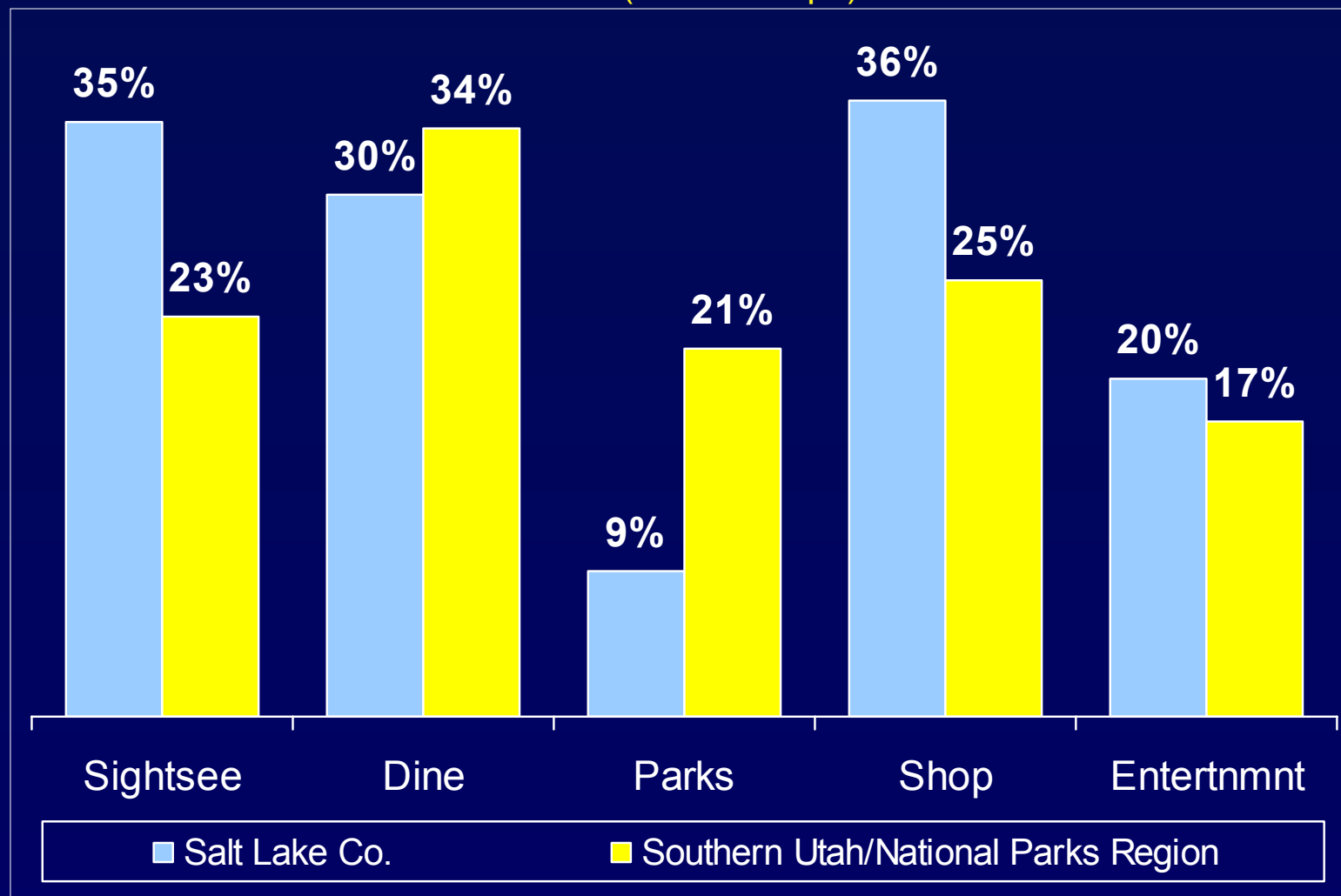
Salt Lake Co. ONL vs. S. Utah Region Total Stay Length Distribution

(Person-Trips)





Salt Lake Co. ONL vs. S. Utah Region Total 2001 Activity Participation (Person-Trips)

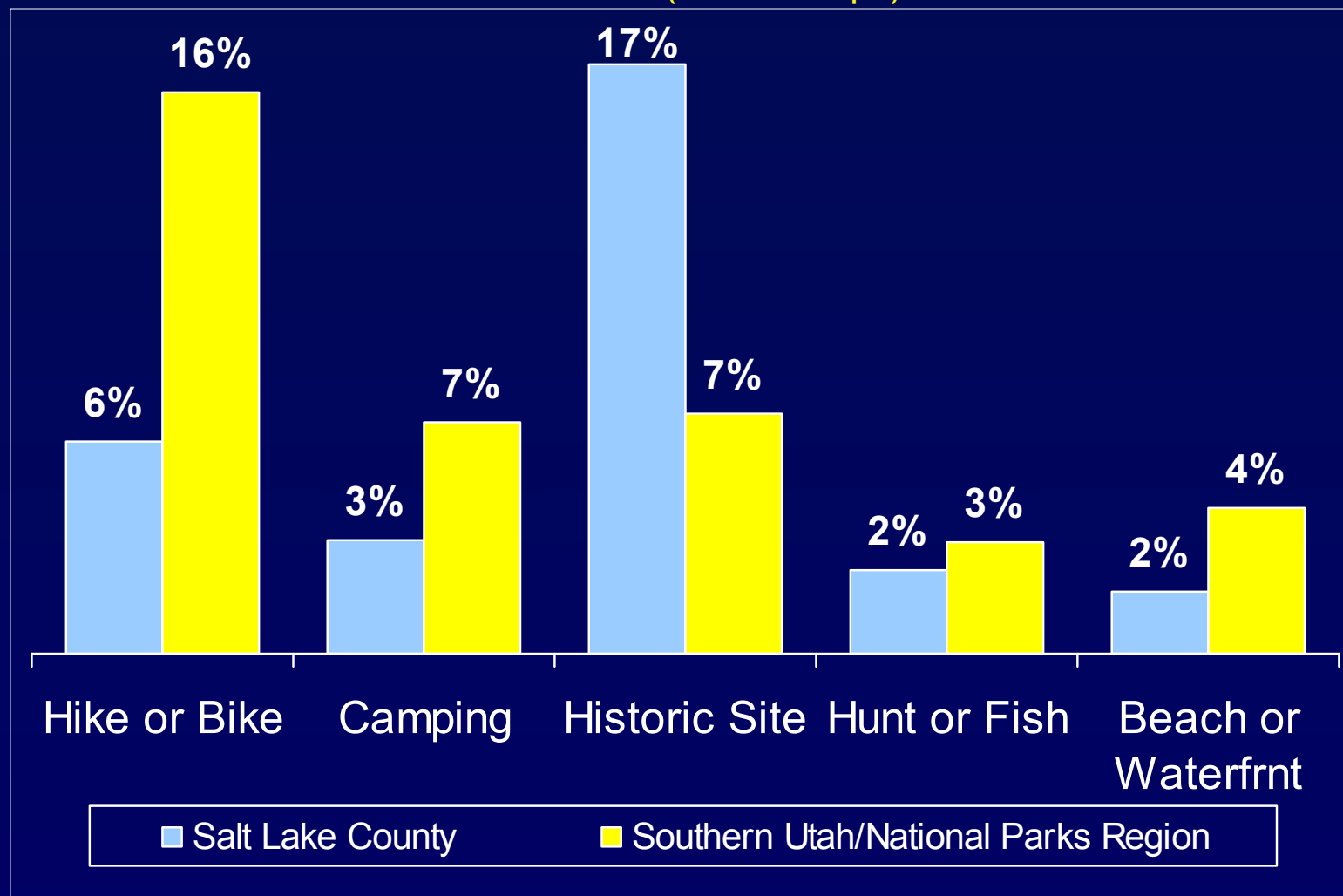




Salt Lake Co. ONL vs. S. Utah Region Total

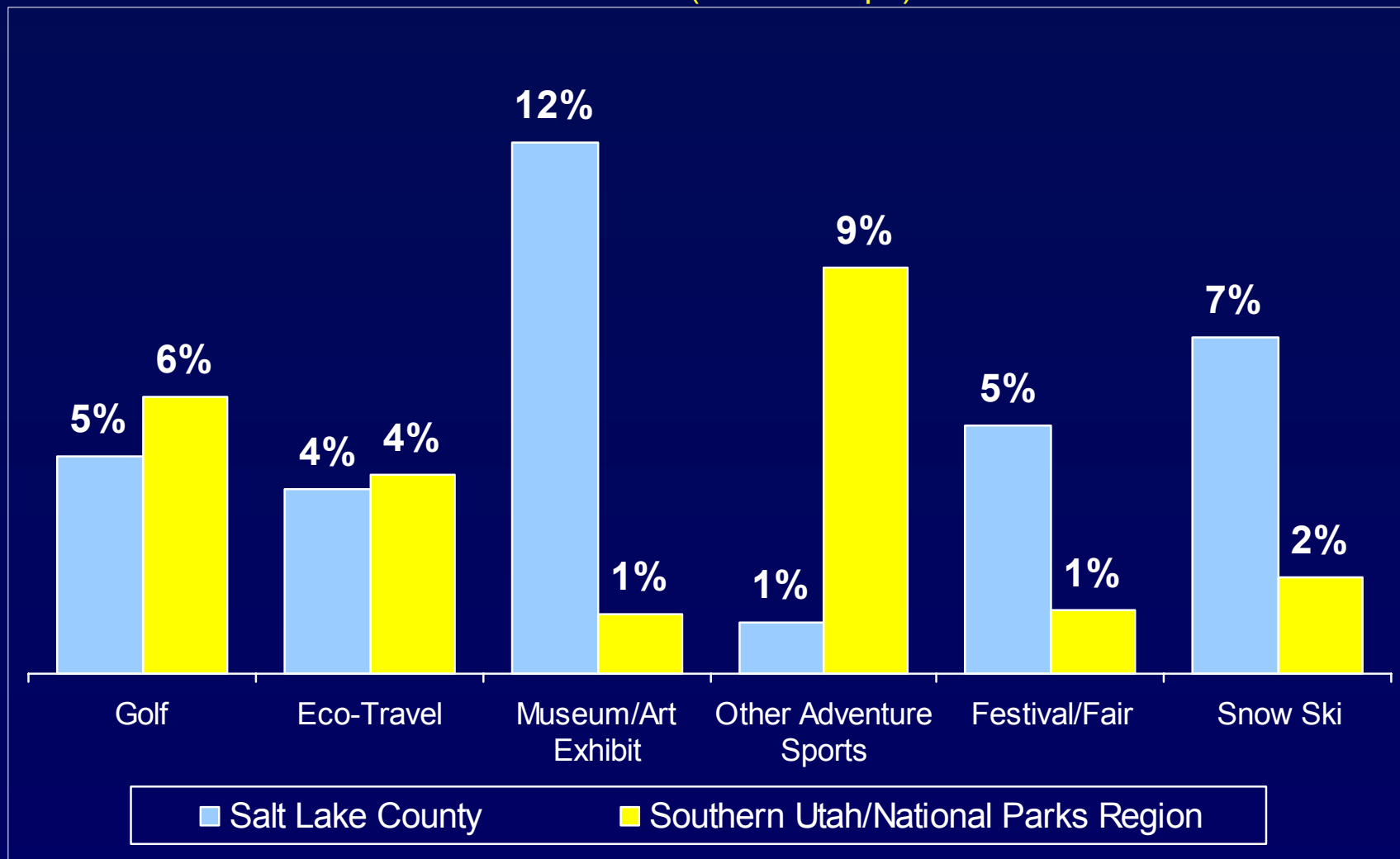
2001 Activity Participation (contd.)

(Person-Trips)



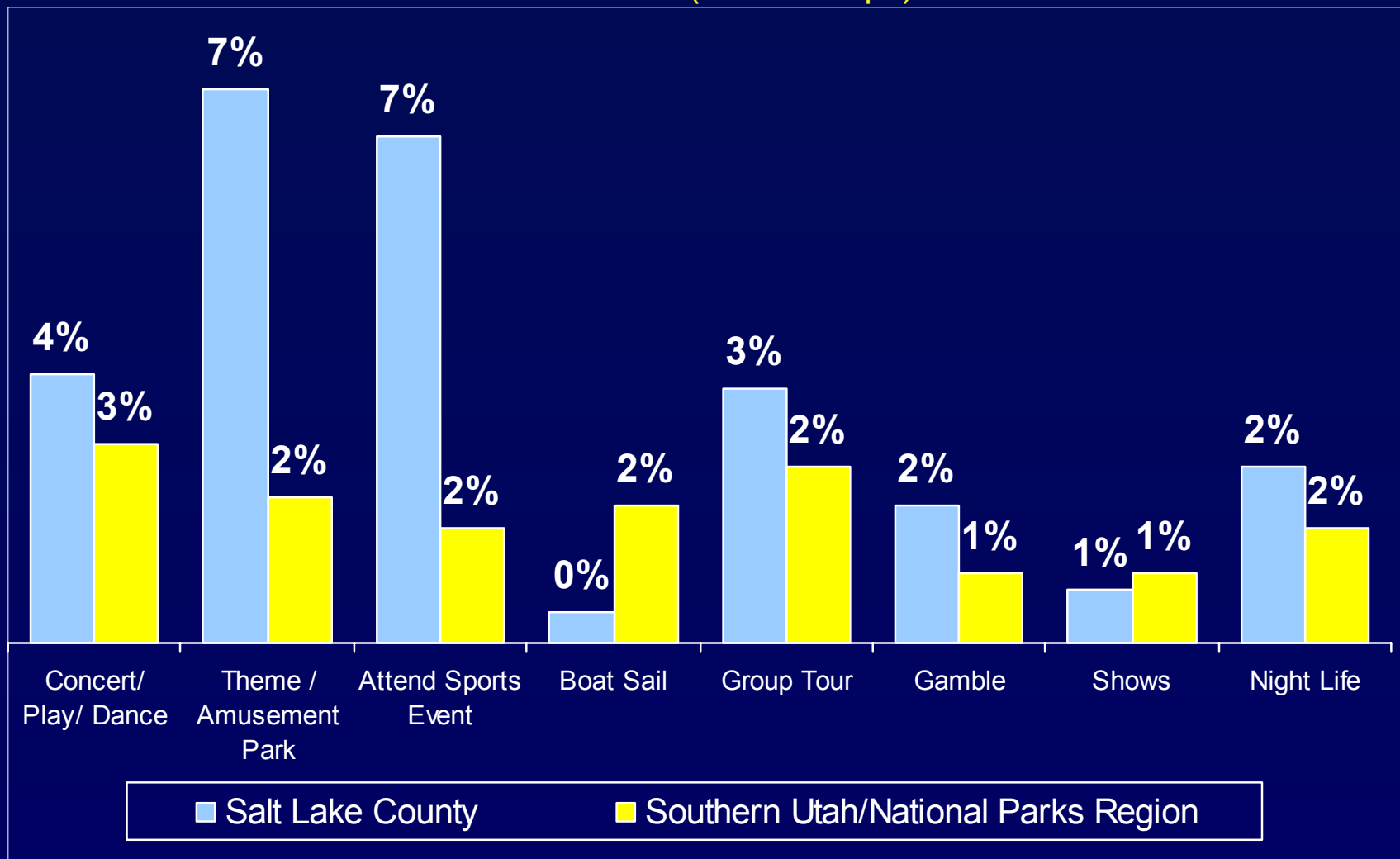


Salt Lake Co. ONL vs. S. Utah Region Total 2001 Activity Participation (contd.) (Person-Trips)



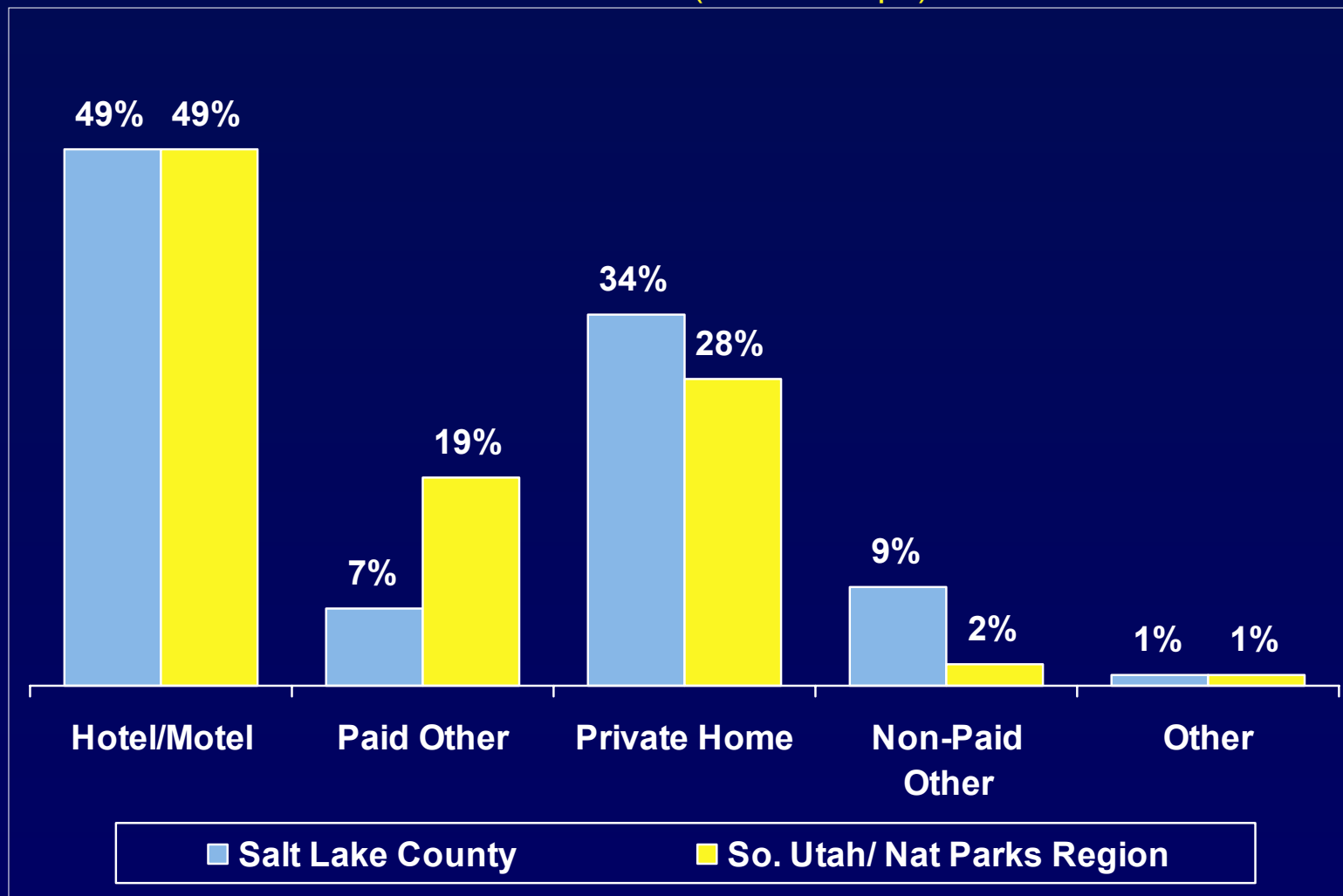


Salt Lake Co. ONL vs. S. Utah Region Total 2001 Activity Participation (contd.) (Person-Trips)



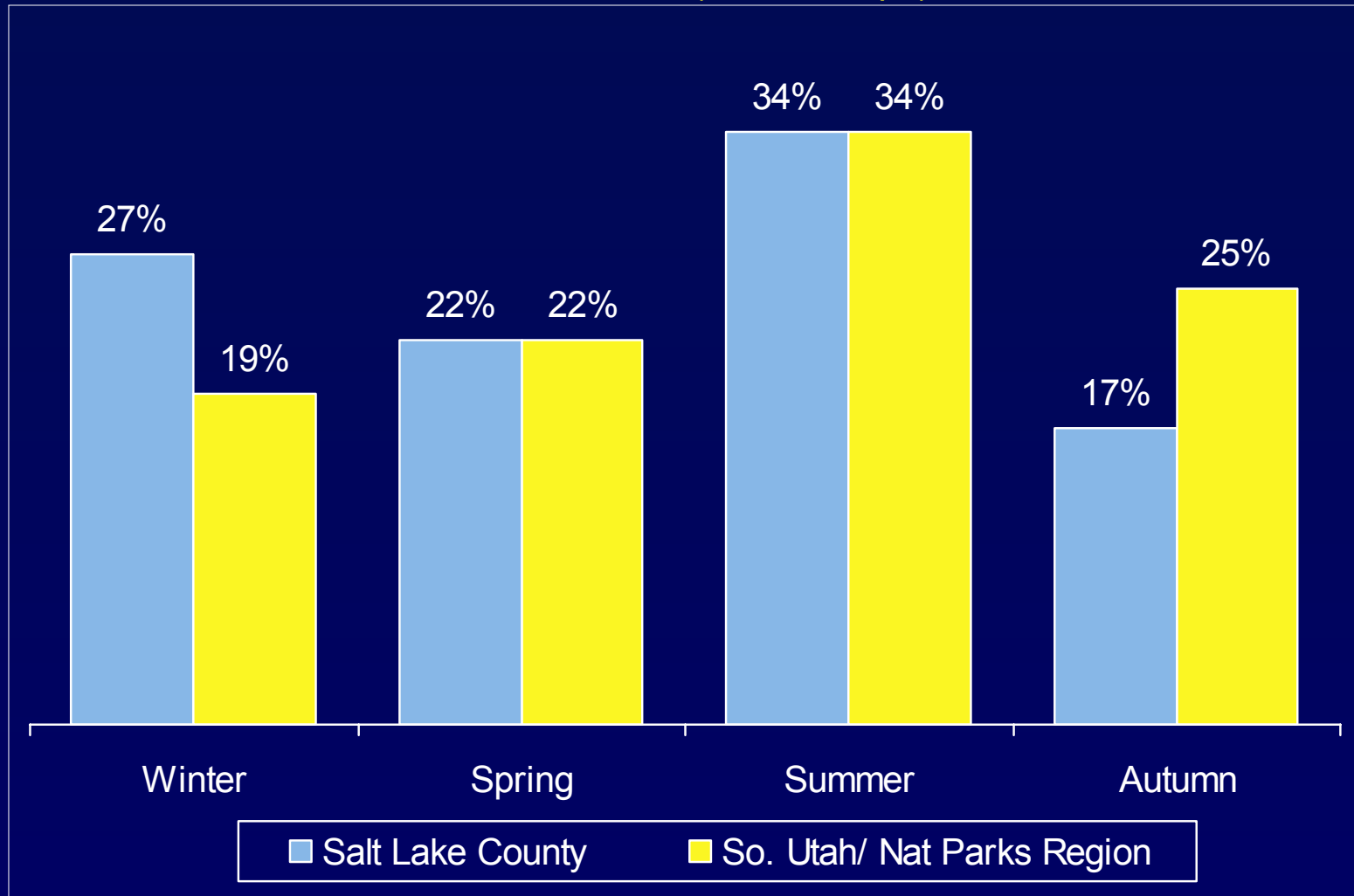


Salt Lake Co. ONL vs. S. Utah Region Total Accommodation Choice (Person-Trips)



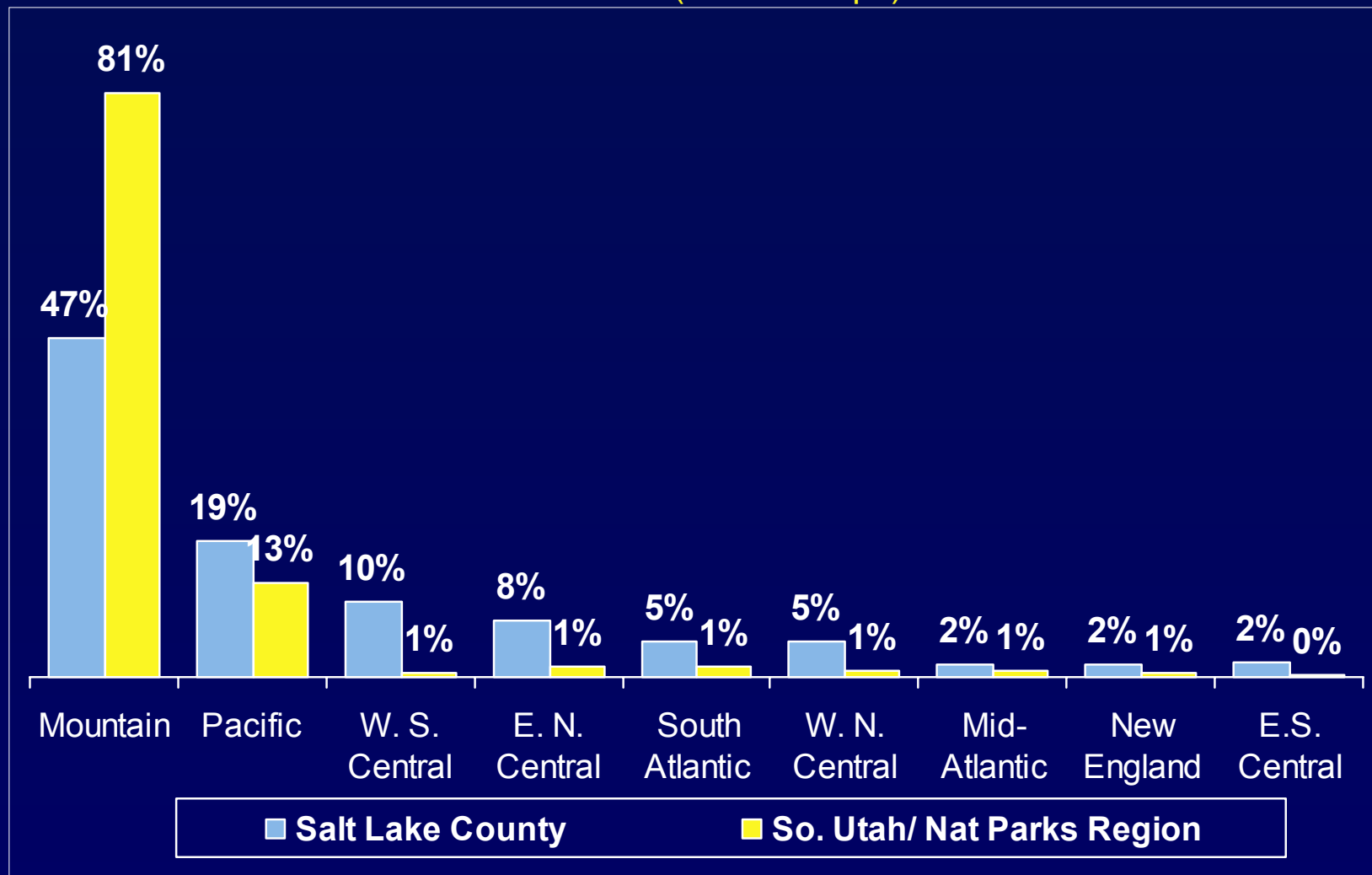


Salt Lake Co. ONL vs. S. Utah Region Total Trip Timing (Person-Trips)





Salt Lake Co. ONL vs. S. Utah Region Total 2001 Origin Region (Person-Trips)





Salt Lake Co. ONL vs. S. Utah Region Total 2001 Top Origin States (in Person-Trips)

<i>Origin State Salt Lake County</i>	<i>Salt Lake Co. %</i>	<i>Origin State S. Utah Region</i>	<i>S. Utah Region %</i>
<i>Idaho</i>	14.9%	<i>Utah</i>	46.8%
<i>Utah</i>	14.8%	<i>Nevada</i>	24.2%
<i>California</i>	12.8%	<i>California</i>	11.9%
<i>Texas</i>	8.1%	<i>Colorado</i>	4.5%
<i>Nevada</i>	6.2%	<i>Arizona</i>	3.0%
<i>Wyoming</i>	4.5%	<i>Wyoming</i>	1.3%
<i>Washington</i>	4.2%	<i>New Mexico</i>	0.7%



Salt Lake Co. ONL vs. S. Utah Region Total 2001 Top Origin DMAs (in Person-Trips)

<i>Origin DMA Salt Lake County</i>	<i>Salt Lake Co. %</i>	<i>Origin DMA S. Utah Region</i>	<i>S. Utah Region %</i>
<i>Salt Lake City</i>	21.0%	<i>Salt Lake City</i>	48.2%
<i>Idaho Falls-Pocatello</i>	9.2%	<i>Las Vegas</i>	23.1%
<i>Los Angeles</i>	5.1%	<i>Los Angeles</i>	7.5%
<i>San Francisco- Oakland-San Jose</i>	4.5%	<i>Denver</i>	2.9%

DKS&A

DK Shifflet & Associates Ltd



DIRECTIONS[®]

Mark Brown

Senior Project Manager

D.K. Shifflet & Associates

7115 Leesburg, Pike, Suite 300

Falls Church, Virginia 22043

Phone: 703-536-0932

Fax: 703-536-0580

Email: mbrown@dksa.com

Web: www.dksa.com

